

“A Study of Consumer Behaviour & Loyalty In Print Media – Challenges & strategic prescriptions with Special reference to English, Hindi, Marathi News Paper readers-Mumbai”

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ABSTRACT

In today's era of communication revolution, Print Media has to play very important role. Print media is like a mirror to the society in which the state of affairs gets reflected and demand attention of the public. Indian Newspaper Industry is witnessing high growth, despite the rise of the Internet and of telecommunications as viable sources of information. To be in race the publishers must recognize the need & preferences of readers. Though, cost factor is clear in favour of print media but it may not be enough to win hearts& minds of the consumers. They must focus to have special strategy by making publication more enrich in value, attractive & reader worthy. Research makes an attempt to recognize the preferences and behaviour of the readers of the newspapers on the basis of their attitudes, needs, wants, beliefs. This research also analyzes the influence of psychographic factors on brand loyalty in the competitive Market environment. Print medi a is going to be huge one in feature It is predicted that this media will continue to rise at an attractive annual rate of 10% between 2011-2014 along with big feature opportunity this media may counter some inherent challenges. An attempt has been made in this paper to look into challenges ahead & recommends ways & means to address the issues .Earlier all the newspapers thought that the opportunity for them was within their own geographical area. But, in coming years publishers will be spending over Rs.900 crores to invade into other's territories.

Keywords: Customer satisfaction, Readership survey, Content analysis, News paper, Brand promotion

INTRODUCTION

Print Media is one of the most powerful & cost-effective medium for transfer of the Knowledge .A newspaper is like a mirror to the society in which the state of affairs gets reflected and demand attention of the public. According to the World Association of Newspapers it is estimated that one in every five daily newspapers in the world is published

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in India. Indian Newspaper Industry is witnessing high growth, despite the rise of the Internet and telecommunications as viable sources of information. Nowadays, publishing industry is going global & their search for opportunities is not restricted to their geographical territories. Along with increased opportunity, publishing industry in general & News paper in particular will have to face special challenges of overcoming very stiff competition from various rivals both domestic as well as global. To overcome to this great challenge, the publisher will have to win hearts and minds of consumers. Unless the publishers recognize the preferences of readers, it would be unlikely that they would succeed in attracting the consumer. According to a general study every one due to the busy daily routine only checks in the newspaper his particular section which appeals to him the most. When looking for a newspaper, people are interested in papers which correspond to their beliefs and with which they can identify themselves. It would be of utmost importance for the publishers to publish those materials which will not only beneficial but also as per the preference of consumer/reader.

Organizational Profile

1. The Times of India

The Times of India was launched in Bombay in 1838. Owned by Bennett, Coleman & Co. Ltd. it is the largest newspaper in the country with a strong national presence. It is India's most widely circulated English daily and the group's premier mega-brand. The Times of India is rated amongst the world's six best newspapers and attracts a daily circulation level of more than a million copies. It is published from Mumbai, Delhi, Bangalore, Ahmedabad, Lucknow and Patna. The group also publishes Economic Times, Femina, Filmfare, Navbharat Times, Maharashtra Times, Sandhya Times and Times FM

2. Loksatta

Launched on January 14, 1948, *Loksatta* (Devanagari:) has stood by its tradition of being a forum and voice of democracy in Maharashtra, India. Published by The Indian Express Group, a champion of change, Loksatta is known for its impartial coverage and nonconformist & liberal viewpoint. An information powerhouse, Loksatta is high on content, strong in news analysis and simple in style. The paper that readers virtually grew up with, Loksatta is one of the most widely read Marathi dailies in Maharashtra today. Loksatta is published out of Mumbai, Pune, Nagpur, Ahmednagar, Aurangabad, and Delhi.

Brand Event :-Loksatta Yashasvi Bhava ; Loksatta Ganesh Utsav Murthy Spardha(GUMS) Loksatta 999 (Navratri)

3. Navbharat Times (NBT)

Navbharat Times aka NBT is the largest circulated as well as largest read Hindi newspaper of Delhi & Mumbai. From the stable of Bennett Coleman & Co. Ltd which also publishes other dailies like The Times of India, The Economic Times, Maharashtra Times and also magazines like Film fare & Femina. NBT is one of the oldest product of the group. With a circulation of 4.23 lac odd copies (Source: JJ-10, ABC India) in Delhi and a strong readership of 19.7 lac readers; NBT rules the roost. Hindi being the fourth language in

Mumbai; NBT circulates to 1.3 lac copies in the Greater Mumbai area (source JD-10, ABC India) and attracts 4.7 lac NBT readers according to latest popular benchmark in the industry – Indian Readership Survey. (Source: IRS Survey R4, 2010). NBT has been the number one newspaper in the respective cities since inception.

OBJECTIVE OF STUDY

Major objectives of study includes;-

1. To study consumer behaviour of daily newspaper reader
2. To find out expectation of readers in current scenario.
3. To find out the factor influencing brand loyalty.

Significance of study

Print Media is one of the cost-effective and appropriate medium to transfer the knowledge .A newspaper is like a mirror to the society in which the state of affairs gets reflected and demand attention of the public. This is the easiest and novel way of getting acquainted with knowledge. Newspapers are the best agents of mass communication. India is one of the few countries in the world where newspaper readership numbers and circulation figures are rising. India has one of the world’s most free press. Printed word has authenticity, credibility and lasting power. For reading the reader is not bound to any specific time as in case of other mass media like television or radio.

RESEARCH METHODOLOGY

1. Research Approach

Qualitative as well as Quantitative approach has been used for this research Paper with the focus on quantitative approach.

2. Research Design

Descriptive type of research design has been used for the study.

3. Sampling Technique

Fixed quota sampling has been adopted for the study.

Sample size: - The Total sample size of 150 customers is divided into three equal quotas as follows:

| | |
|-----------------|-----|
| Times of India | 50 |
| Loksatta | 50 |
| Navbharat Times | 50 |
| Total | 150 |

4. Research Tool

A structured questionnaire was used as an instrument in gathering the required information from the regular customer.

Statistical Tools: - Percentage Analysis.

DATA ANALYSIS AND INTERPRETATION

Table 1. Distribution of the sample: - Gender wise

| Sex | No. of Respondents | % of the Total |
|--------|--------------------|----------------|
| Male | 84 | 56 |
| Female | 66 | 44 |
| Total | 150 | 100 |

Out of total respondent for the study i.e. 150, 56% respondent are male while remaining respondents are female i.e 44%

Table 2. Distribution of the sample:-Age wise

| Age Group | No. of Respondents | % of the Total |
|-----------|--------------------|----------------|
| <20 | 20 | 13 |
| 20-30 | 28 | 19 |
| 31-50 | 65 | 43 |
| 51-60 | 27 | 18 |
| >60 | 10 | 7 |
| Total | 150 | 100 |

The target audience for the study covers divergent age group. out of which 43 % belong to age group between 31-50 years followed by 19 % to 20 to 30 years, 18 % between 51 to 60 years & 13 & 7 % belong to more than 20years and more than 60 years respectively

Table 3. Distribution of the sample :-Education wise

| Level of Education | No. of Respondents | % of the Total |
|--------------------------|--------------------|----------------|
| Undergraduate | 23 | 15 |
| Graduate | 70 | 47 |
| Post Graduate | 30 | 20 |
| Professionally Qualified | 27 | 18 |
| Total | 150 | 100 |

Readers having different educational level have been selected for study. 47 % readers belong to graduate category. Followed by Post -graduates 20%, professionally qualified 18% & undergraduate 15%

Table 4. What do you love to read in news paper?

| Age Group | No. of Respondents | % of the Total |
|----------------|--------------------|----------------|
| Editorial | 46 | 31 |
| Content | 32 | 21 |
| Local News | 33 | 22 |
| Sport News | 23 | 15 |
| Advertisements | 16 | 11 |
| Total | 150 | 100 |

Surprisingly still ,good no of readers love to read editorial which goes against general perceptions that people normally ignore editorial due to their busy schedule. Other area of interest of the reader after editorial is local news followed by content, sport news& advertisement.

Table 5. What is your preferable media for gathering news & information?

| Media | No. of Respondents | % of the Total |
|------------|--------------------|----------------|
| Television | 18 | 12 |
| Radio | 06 | 4 |
| Online | 11 | 7 |
| News paper | 115 | 77 |
| Total | 150 | 100 |

Newspaper is the preferred source for gathering news wherein 77 % respondent prefer collecting news & information's via news paper followed by television 12%, online 7% & radio 4%.

Table 6. You read news paper because

| Factor | No. of Respondents | % of the Total |
|---------------|--------------------|----------------|
| In depth news | 80 | 53 |
| User-friendly | 15 | 10 |
| Habitual | 30 | 20 |
| Creditability | 25 | 17 |
| Total | 150 | 100 |

Survey indicates that 53 % of the respondents read News paper for in depth news while respondent 10% reads due to user-friendly, respondent 20% are habitual & 25respondent 17% reads due to creditability.

Table 7. What do you expect from News Paper?

| Factor | No. of Respondents | % of the Total |
|---------------|--------------------|----------------|
| Honesty | 80 | 53 |
| Local content | 31 | 21 |
| Trust | 22 | 15 |
| Entertainment | 17 | 11 |
| Total | 150 | 100 |

Honesty lead the table as far as expectation of the reader from news paper is concern as 53 % reader expect newspaper to be honest, followed by local content 21%, trust 17%, Entertainment 11%.

Table 8. Are you satisfied with quality & content of news paper?

| Answer | No. of Respondents | % of the Total |
|------------------------|--------------------|----------------|
| Extremely satisfied | 27 | 18 |
| Satisfied | 52 | 35 |
| Neutral | 36 | 24 |
| Dissatisfied | 23 | 15 |
| Extremely dissatisfied | 12 | 8 |
| Total | 150 | 100 |

Survey indicates that 35 % of the respondents are satisfied , while 24% remain silent, 18% are extremely satisfied at the same time 15% are dissatisfied & 8% are extremely dissatisfied.

Table 9. Would you like to continue with same news paper if price increases?

| Answer | No. of Respondents | % of the Total |
|-----------|--------------------|----------------|
| Yes | 78 | 52 |
| No | 57 | 37 |
| Can't say | 16 | 11 |
| Total | 150 | 100 |

Brand loyalty is very strong among the reader as 52 % like like to continue with same news paper even though price increases 52%, while 37% disagreed .& 11% didn't answered.

CONCLUSION

There is phenomenal increase in the readership of news paper due to difference subscription schemes offered by the both English as well as regional news papers & substantial improvement in the literacy rate. Developing customer loyalty & retaining readership can be huge challenge for the managers of publishing business. The problem become more serious because of variety of choices the reader may have today. It could be easy to change the readership to change the readership temporarily but to sustain that change in long run can be very difficult. Therefore professionals busy in publishing industry must create something

special & innovative & material of substance to impress upon the reader that something special for them is inside the news paper. The expert of publishing industry must understand that putting the old wine into new bottle will not do, they have to come out with some creative product designed & positioned properly that may help them building brand loyalty & retaining the readers for longer time . Lastly but very significantly the image is the mantra of success. All the Newspaper brands should concentrate on developing their image by focusing on the changing needs of customers. They should address the needs of consumer to strengthen their loyalty & widen readership base.

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